PACIFIC SOUTHWEST REGION (REGION 7)

NATIONAL NETWORK OF LIBRARIES OF MEDICINE

Pacific Southwest Regional Medical Library (PSRML)

Serving the states of Arizona, California, Hawaii, and Nevada, and the U.S.-Associated Pacific Basin.

Quarterly Progress Report

May – July 2004

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REGIONAL SERVICES AND PROGRAMS

APPENDICES

A. NETWORK PROGRAMS

1. Providing health professionals with a basic level of information services

- Loansome Doc Service in the Pacific Southwest Region:
  Service to Affiliated users is offered by **190** libraries
  Service to Public users is offered by **50** libraries
  Service to Unaffiliated health professions is offered by **69** libraries
  Service to International Libraries is offered by **17** libraries
  Service to international users is offered by **14** libraries

2. Assessing the needs of health science libraries

- We share the concern Betsy Humphreys voiced at MLA regarding closure of hospital libraries during a time when evidence-based medicine is becoming even more important. During the last year, two pediatric hospitals in our region faced serious downsizing; one was cut considerably, the other was not. In speaking with the librarians, a major difference between the two hospitals was that the one that did not sustain cuts had a very high level of support from physicians on staff at the hospital. We need to find ways to get physician support for the hospital library. We might conduct a campaign at medical exhibits to encourage library support or work with medical associations in other ways to promote the support of hospital libraries.

- Julie Kwan and Andrea Lynch visited Good Samaritan Hospital Medical Library in Los Angeles on June 17, 2004. The purpose of the visit was to welcome the new librarian and to introduce her to products and services of NLM and the NN/LM, to assess the status of the library, and to determine ways we can help.

- Heidi Sandstrom visited our Network colleagues and the staff of various community-based organizations in Hawaii and Guam, and conducted workshops on Guam and on the Municipality of Rota in the western Pacific from July 8-16. This trip included visits with Ginny Tanji, Director of the Library Resources Center, John A. Burns School of Medicine, University of Hawaii at Manoa; a meeting with Momi Lovell and the staff of Papa Ola Lokahi, created in 1988 to help improve the health status of Native Hawaiians living in Hawaii; a visit with Resource Library Director John Breinich of the Hawaii Medical Library and his staff; a meeting with Christine Scott-Smith, the Director of the Robert F. Kennedy Memorial Library at the University of Guam, one of our region's Resource Libraries; and meetings with various university faculty, and with the staffs of the University's Cancer Research Center, Guam Memorial Hospital Authority, the Guam Department of Mental Health and Substance Abuse, the Guam Department of Public Health and Social Services and the Guam Public Library; and a visit with Alice Hadley at

the <u>Medical Library of the U.S. Naval Hospital Guam</u>. More detail about this trip can be found in the Latitudes article at http://nnlm.gov/psr/lat/v13n5/pacific.html

- PSRML filled **19** requests from network members for NLM promotional items. Over the course of the quarter, PSRML filled and mailed a total of **6,455** items NLM and NN/LM promotional items including: Guides to NIH HIV/AIDS Information Services; Health Hotlines Booklets, MEDLINEplus Bookmarks, MEDLINEplus and NLM Pens, MEDLINEplus Posters and PSRML mouse pads. A Network librarian's comment on July 20, 2004: We love using your PubMed tri-fold as a handout at our library. Thank you!

- The following videotapes and audiotapes circulated to network members during the quarter via our PSRML multi-media loan page[1]:

  - Medical Library Association Annual Meeting: Seize the Power 2004- **3**
  - HIV/AIDS and African Americans- **1**
  - Race: The Power of Illusion- **3**
  - MLA teleconference "Reading Between the Lines: Focusing on Health Information Literacy" - **3**
  - 2004 MLA teleconference "Roles and Essential Skills for the Expert Searcher"; - **8**
  - AMA Foundation Toolkit- **2**
  - Branching Out: The Mesh Vocabulary- **2**
  - Changing the Face of Medicine DVD- **4**
  - Effects of E-Journals- **2**
  - HIV/AIDS and the Latino Community- **1**
  - HIV/AIDS and Older Americans- **1**
  - Safeguarding Our Patron's Privacy: What Every Librarian Needs to Know about the USA Patriot Act & Related Anti-Terrorism Measures – **1**

  - We sent books that were sent to us by NLM to libraries at a state psychiatric hospital, a hospice organization, a public library and a hospital. A May 17 comment from a Network librarian: Received your box of books a day or two ago, and it was like Christmas here! They are invaluable to our collection (and current!). I can't thank you enough.

3. Managing the NN/LM Network membership program for the region

- According to DOCLINE, Region 7 has a total of 658 network members: 242 Affiliate and 416 Full members.

4. Implementing the Regional Document Delivery Plan

- We had our first library ask about dropping out of EFTS. The library is a small college, and they want to handle their ILL traffic through OCLC and OCLC's IFM. We posed a

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[1] http://nnlm.gov/psr/loans/

question to the EFTS offices regarding dropping out of EFTS and in particular, when the DOCLINE records are changed.

- One issue of the PSRML newsletter, Latitudes, was published: May – June 2004. Articles featured PubMed expert searching; the RFP for Access to Electronic Health Information; the RFQ for 2004 AIDS Community Information Outreach; announcements of Major Outreach Awards and Express Outreach Awards, in addition to regular features.

- During this quarter, PSRML staff participated in two NLM DOCLINE teleconferences: June 15th and July 20th.

- DOCLINE statistics for the Pacific Southwest Region are:

  - **412** DOCLINE libraries; **31** of these are Borrow-only libraries.
    Four Full member libraries are not DOCLINE participants: Northridge Hospital Medical Center (CAUNTM), San Joaquin Community Hospital (CAUZDZ), St. Jude Medical CRMD (CAUPAC), and Sierra Nevada College (NVUHXL).
  - There are no pending DOCLINE applications.
  - **Seventy-seven** DOCLINE routing table approvals were completed at PSRML during the quarter.
  - **Five** DOCLINE orientations were performed via telephone during the quarter, which took a total of 4.5 hours.
  - **Thirty-two** DOCLINE Library Groups are recognized in our Region, sixteen of which are region specific.
  - **Forty-five** requests for DOCLINE holds were received and processed during the quarter.
  - **Four** libraries were added to the FreeShare Library Group in DOCLINE during the quarter, for a total of **110** FreeShare library group members in this Region.
  - There are **1170** DOCLINE libraries across the Regions that participate in FreeShare.

The following chart shows DOCLINE participation in the Pacific Southwest Region:

Location	Serial Holdings Contributors	Borrow-Only DOCLINE	Total DOCLINE Participants
Arizona	42	7	49
California	306	22	328
Hawaii	15	1	16
Nevada	13	1	14
Pacific Basin	5	0	5
Regional Total	381	31	412

5. Meeting responsibilities of Resource Libraries and the RML

- We began discussions with the University of Hawaii to explore their becoming a Resource Library next year. Hawaii Medical Library will continue as Resource Library until February 2005. In particular, we hope to help them improve their fill rates.
- Julie Kwan identified existing state and regional resources that offer opportunities for libraries to participate in group licensing agreements or that assist libraries in negotiating their own agreements; she forwarded this information in June to Renee Bougard in response to her request as Chair of the NN/LM E-Licensing Working Group.
- Recommendations for four Resource Library representatives to attend the upcoming Community-Based Health Information Outreach Symposium were sent to NN/LM MCR for consideration. Resource Libraries included in the recommendation were at the University of Nevada, Reno; UC Davis; University of Guam; and Loma Linda University.

6. Establishing and maintaining effective communication

- Julie Kwan and Andrea Lynch participated in one LinkOut Teleconference during this quarter on June 23, 2004.

- Alan Carr participated and recorded minutes for one Outreach/Education Coordinators Teleconference during this quarter on July 8, 2004.

- Julie Kwan, Michael Miller, and Andrea Lynch concluded their participation with the USC software engineering class that has been developing an automated question and answer system. The student team delivered their final product, *Ask PSRML!* along with installation instructions. We will explore using this system during the redesign of our web site.

- One issue of the PSRML newsletter, Latitudes, was published: May – June 2004. Articles featured PubMed expert searching; the RFP for Access to Electronic Health Information; the RFQ for 2004 AIDS Community Information Outreach; announcements of Major Outreach Awards and Express Outreach Awards, in addition to regular features.

- During the quarter, 29 postings were sent to RMLRG7-L, PSRML's email announcement list. Updates to RMLRG7-L were as follows:

  - 33 additions to the list and 32 deletions from the list

- PSRML web usage summary statistics for this quarter are:

Month	Visits	Page Views
May 2004	9,459	65,178
June 2004	10,360	76,826
July 2004	11,446	83,291

- The months of May 2004 – July 2004 experienced a slight decrease at first but gradually went back up by the end of the quarter. More detailed statistics on our web page.[2]

- On May 22, 2004, Michael Miller attended the 10th Annual NN/LM Web Developers Conference in Bethesda, MD. As a result of "*Vision Sessions*" held during this meeting, 10 high-priority projects were identified from all the issues presented by the RMLs. Many of these projects had work groups created for them. Michael agreed to be part of the following work groups: Search Engine work group, Visual and Architectural Redesign work group, and the National Class Calendar and Registration System work group.

- During this quarter Michael continued to work with Julie Kwan in developing a plan for re-designing the PSR website. In July he began working with Kay Deeney to plan development of various Camtasia tutorials for the PSR website.

- On July 22, 2004 Michael hired Amber Haq as a Technology Assistant. Amber's main duties include assisting with keeping all staff and training lab computers up-to-date with the appropriate security patches and software as well as assisting with regular PSR website maintenance. Amber is a 3rd Year Computer Science Major with detailed experience in computers and programming languages such as Perl and Python. We are grateful to have her on the team.

- Kay started working on a Continuing Education Survey for assessing network members' interest in courses.

7. Consulting with the Regional Advisory Committee

- Volunteers were solicited for serving on the review committee for the Access to Electronic Health Information proposals.

8. Monitoring and evaluating regional programs

- Kay Deeney continued to attend the weekly meetings of the Technical Advisory Committee for NOMC.

- Kay attended the Tribal Connections 4 Corners teleconferences.

9. Obtaining feedback from users and recommending ways of improving information access

- Several network members contacted us this quarter for help with teaching materials for PubMed, NCBI and Nursing on the Net classes.
- Heidi Sandstrom obtained suggestions from Min-Lin Fang, a librarian at the UCSF Center for Knowledge Management, about outreach strategies to reach Asian populations.

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[2] https://staff.nnlm.gov/usage/psr/

10. Providing a computer-equipped training facility.

- The Computer Training Lab continued to be used for the UCLA David Geffen School of Medicine, Dean's Office; UCLA Department of Molecular and Medical Pharmacology; UCLA Biomedical Library staff for staff development programs, and PSRML staff for teleconferences.

11. Provide feedback to the NLM from user and non-users on NLM and NN/LM products and services.

- We contacted NIA to ask them to send us more NIHSeniorHealth.gov CDROMS so that we and our network members can promote this web site.

- Staff attended two NOMC training sessions during this quarter on June 17, 2004, and July 30, 2004.

- We reviewed the latest version of the ILL Cost Increase Procedures and submitted questions to the NNO on June 9.

- We provided feedback to the NOMC on June 10 on the results of our beta testing the NOMC II – Mapping and Reporting Application from May 27-June 10.

- Heidi Sandstrom reviewed the draft document, Procedures for Announcing and Awarding NN/LM Projects, produced by the NN/LM working group. She submitted comments to Angela Ruffin on June 11.

- Feedback from Suzanne Flint, a regional patient educator and literacy expert, was forwarded to Naomi Miller at NLM in June. Naomi asked for comments on NLM's new "How to Write easy to Read Health Materials" page.

12. Promoting and encouraging the submission of applications for NLM-funded grants.

- During the quarter, RML staff consulted with potential applicants for the Access to Electronic Health Information RFP.
- Alan Carr coordinated the review process of the Access to Electronic Health Information proposals received in the region. He held a teleconference for the region's reviewers, and answered their questions. He then compiled and sent the bidders questions about their proposals that were raised during the review process.

13. Following-up on NLM-funded grants.

- Alan kept all subcontractors apprised of changes and new versions of the Participant Information Sheet for their outreach activities.

Outreach Subcontracts
- Quarterly reports were received for continuing PSRML Express Outreach Awards.

- Outreach Subcontracts: An overview of project accomplishments appears here, and complete quarterly reports from subcontractors are included in **Appendix A**. The Subcontractor outreach activity tabular reports were generated from the National Online Mapping and Reporting System[3]. Outreach data included in the summaries are: total number of activities; total number of activities that included a significant number of minorities and total number of participants. *Note: Where N/A is indicated, there were no outreach activities reported in this quarter.*

- **The Lung Express at Preuss: A Demonstration Project – Medical Center Library, University of California, San Diego**
  Subcontractor Craig Haynes completed the project during the quarter by demonstrating specialized information resources related to respiratory and environmental health to about 134 sixth-grade students at the Preuss School UCSD during a three-day period. Students received hands-on training experience with print and online resources in respiratory and lung health, including MedlinePlus and ToxTown. Instructors included two representatives from the American Lung Association of San Diego and Imperial Counties, two Preuss School faculty members, and two librarians. All students were interested in the training, and it is hoped that the information presented will contribute to positive behavioral changes at this point in the students' lives, such as abstaining from tobacco use. The project team will also investigate funding opportunities to create peer training modules for high school students, who would in turn be responsible for training younger students in grades 6-9.

Total Training/Demonstrations:	**7**
Total sessions of participants were 50% ≥ minorities:	**7**
Total Participants:	**204**

- **Clinical Internet Training Lab – San Mateo Medical Center Library -**
  Several classes and drop-in training sessions were successfully offered to physicians who treat HIV/AIDS patients, Latino immigrants, uninsured patients and the chronically mentally ill. Course evaluations were conducted through electronic mail surveys of physicians who enrolled and attended the classes, as well as with on-site questionnaires. Additional training sessions have been scheduled for the fall of 2004 to continue reinforcement of the importance of the Clinical Internet Training Lab as an important aspect of quality patient care.

Total Training/Demonstrations:	**3**
Total sessions of participants were 50% ≥ minorities:	**1**
Total Participants:	**21**

- **Internet Professional and Consumer Medical Information Access – Guam Memorial Hospital Authority**

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[3] https://staff.nnlm.gov/outreach/activity_reporting/

Subcontractor Arlene Cohen completed one training session during the quarter, with about 20 doctors, nurses, and allied health professionals in attendance. Topics covered included PubMed searching, how to sign up for Loansome Doc services, and identifying free web-based health resources. Ms. Cohen also contacted the American Cancer Society, Guam Chapter, and other citizen groups to schedule consumer health sessions, but no dates were finalized.

Total Training/Demonstrations:	**1**
Total sessions of participants were 50% ≥ minorities:	**1**
Total Participants:	**20**

- 5th Quarter reports were received from the Access to Electronic Health Information (AEHI) project contracts.

  - **Central Valley Access to Electronic Health Information Project – Henry Madden Library, California State University, Fresno, CA**

Total Training/Demonstrations:	**NA**

  - **Facilitating School Nurses' Access to Electronic Data - Library & Information Access, San Diego State University, San Diego, CA**

Total Training/Demonstrations:	**2**
Total sessions of participants were 50% ≥ minorities:	**0**
Total Participants	**71**

  - **Hawaii Health Portal - Hawaii Medical Library, Honolulu, Hawaii**

Total Training/Demonstrations:	**NA**

  - **A Partnership between Good Samaritan Regional Medical Center and the Body Positive Foundation of Phoenix - Good Samaritan Regional Medical Center, Health Sciences Library, Phoenix, Arizona**

Total Training/Demonstrations:	**NA**

  - **Access to Health Information for Arizona's Tribal Nations I**

Total Training/Demonstrations:	**5**
Total sessions of participants were 50% ≥ minorities:	**1**
Total Participants	**46**

B. OUTREACH PROGRAMS

1. Outreach to Health Professionals

- Kay, Alan and Heidi attended the Cultural Competency workshop in DC sponsored by Georgetown University's National Center for Cultural Competence.

- Alan followed up on a contact made with the Director of Programs at the Association of Asian Pacific Community Health Organization (AAPCHO) about a possible future collaboration. The Director mentioned that AAPCHO was planning a meeting in September that a representative from PSRML may want to attend or possibly present at.

- Alan contacted Gail Gibson at the Lake County Department of Health about following up on recent PubMed training with a session devoted to resources drawn from the Partners in Public Health Training Manual. Gail said that a spring 2005 date would be better.

- The NLM Information RX project and store and the NN/LM Toolkit were promoted to the region.

2. Consumer Health Information Services

- Training in Cerritos organized by the Metropolitan Cooperative Library System was cancelled due to small numbers. Part of the problem may have been with the publicity that seemed to indicate that it was a PubMed class which may have been of little interest to public library staff. Heidi Sandstrom and Kay Deeney taught the Introduction to NLM Resources at Oxnard Public Library at the end of June. They were very appreciative that we came out to their remote location to train. At the end of July, Kay did the training again in Modesto and Salinas, two public libraries who are part of the Stanislaus County Library. Some comments from the Stanislaus County Library classes:

Very useful training; I am sure we will use the databases for helping the customers.
Enjoyed looking for information and will use often with customers.
…exposure to all the different databases especially NIHSeniorHealth and Tox Town.
This was all new to me. I found the whole thing valuable.
I liked t he way to get full text articles from PubMed.

What would you do differently as a result of attending this educational activity?

I will use health topics first, instead of searching in the box.
Refer Spanish speaking customers to site, try using the medical encyclopedia.

- Kay started attending the Consumer Health Teleconferences in June and will continue to do so until the RML is able to hire a new Consumer Health librarian.

- The Medical Digital Reference Project continues to have twelve network member institutions involved covering live chat. Sixteen QRC questions were answered, and three live digital reference questions were answered.

3. Training to Support Electronic Access to Health Information

- Kay attended NLM's three-day Introduction to Molecular Biology and Information Resources course in Seattle in June.
- Training was conducted by the National Training Center and Clearninghouse ataff at the RML training facility on July 26, 27 and 28; 49 participants registered for the three classes offered.
- Heidi Sandstrom conducted a workshop at the RFK Memorial Library on Health Information Resources from the NLM.
- In partnership with Franda Liu of Pacific Resources for Education and Learning (PREL), Heidi also conducted a workshop on Rota called "Building Health and Environmental Literacy with NLM Resources," as part of the 21st annual Pacific Educational Conference (PEC), Our Pacific Environment: Expanding the Vision - Literacy, Culture, and Technology. PEC is one of the largest educational conferences in the western Pacific and a major source of professional development opportunities for Pacific educators. This year, more than 500 individuals from across the Pacific and the U.S. mainland gathered on Rota, an island in the Commonwealth of the Northern Mariana Islands (CNMI), to participate in more than 100 presentations and workshops.
- Kay and Michael Miller began meeting about using Camtasia to produce short video-like programs on NLM's newer consumer health databases such as NIHSeniorHealth, Genetics Home Reference and Household Products Database.

Summation of Outreach Activities

Totals for RML and Subcontractors, Quarter 1 2004-5	
Total Training/Demonstrations:	37
Total sessions of participants were 50% ≥ minorities:	21
Total Participants:	515

Totals for RML, Quarter 1 2004-5	
Total Training/Demonstrations:	19
Total sessions of participants were 50% ≥ minorities:	11
Total Participants:	153

4. Exhibits and Presentations at Meetings

- Kay attended the UCLA Powwow in May where she made contact with United American Indian Involvement (UAII). She also attended a one day symposium sponsored by the Camp del Corazon, a camp for children with congenital heart defects.

- PSR exhibited at the Annual Meeting of the American Urological Association and at the Sobriety Run and Health Fair sponsored by United American Indian Involvement.

- Alan discussed with the Executive Director of the Gay and Lesbian Medical Association the possibility of exhibiting or presenting at their annual meeting in Palm Springs. Alan also provided feedback and updates for several information resources links on the GLMA website.

5. Technology Awareness and Integration

N/A

6. Library Improvement

No potential sites were identified during the quarter.

7. Connections

No specific connection sites were funded during the quarter.

C.   OTHER ACTIVITIES

Heidi Sandstrom was appointed Associate Director in July.

APPENDIX A:

EXHIBIT REPORTS

EXHIBIT REPORT OUTLINE

I. DATE OF REPORT   May 14, 2004

II. NAME OF PERSON SUBMITTING REPORT   Alan Carr

III. ADDRESS   PSR

IV. EXHIBIT:

   A. Name of Meeting: American Urological Association 99th Annual Meeting

   B. Location (City, State): San Francisco, CA

   C. Dates: May 8-13, 2004

   D. Staff: Alan Carr; Julie Kwan; Barbara Bibel, Oakland Public Library, Oakland, CA; Mary Buttner, Lane Medical Library, Stanford University Medical Center, Stanford, CA; Keir Reavie, UCSF Library & Center for Knowledge Management, San Francisco, CA

   E. Number of Registrants: ~11,500

   F. Number of Exhibits: ~300

   G. Specify by Days:

Dates	Hours	Visitors	NLM Demos	Internet Demos
05/09/04	10:00-4:00	38	23	0
05/10/04	9:00-4:00	51	19	0
05/11/04	9:00-4:00	18	13	0
05/12/04	9:00-2:00	8	2	0
Total	**25.00 hours**	**115**	**57**	**0**

   1. Exhibit Hours:
   2. Number of People Visiting the Booth:
   3. Number of NLM System Demonstrations:
   4. Number of Internet Demonstrations other than NLM System Demonstrations:

   H. Total Number of People Visiting the Booth: 115

   I. Total Number of NLM System Demonstrations: 57

   J. Total Number of Internet Demonstrations other than NLM System Demonstrations: 0

V. EXHIBIT SUMMARY (Narrative)

   A. Distribution of Pre-mailers, Letters or Invitations (if applicable)

   B. Description of Booth Location:
       Corner booth located off to one side of the exhibit hall, in a less trafficked area.

C. **Description of Program Presentations: None**

D. **Were SIS resources highlighted at this meeting? If so, identify the SIS resources that were highlighted.**
None highlighted.

E. Problems:
Traffic pattern in the exhibit hall did not favor our booth location. Many attendees stated that they were very familiar with MEDLINE, and were not interested in seeing online demonstrations. One of our volunteers noted the difficulty in teaching users how to search for pharmacological actions. There is no descriptive information included in the PA listings in the MeSH database.

F. User feedback:
Many people said they could not get along without MEDLINE. Pens were a very popular promotional item, but there was less interest in mints than usual. Several visitors had questions about how to do Loansome Doc searches, and there were several questions related to identifying LinkOut logos. One person expressed interest in seeing the IndexCat search engine on the NLM History of Medicine Web site. Some attendees thought we were part of the American Urological Association. One visitor was one of the founders of the women in urology group, who was featured in the "Changing Face of Medicine" exhibit.

G. Suggestions/comments: NCBI should provide new ways to help libraries in getting set up with Outside Tool, which is a tool that supplements LinkOut by providing a linking service from PubMed citations back to the institution. Perhaps some of the libraries that have already done this programming for themselves could share their work with others.
A representative from the American Foundation for Urologic Disease mentioned their Web site, urologyhealth.org, as a state-of-the-art patient information resource, and she wondered about the possibility of collaborating with NLM on content for the site. The AUA Web site links to PubMed from a "Members Only" page. The AUA Director of Communications, Marketing, and Member Services, Martha Mallonee, was interested in moving the link to PubMed to a public part of the Web site.

H. Recommendations: Should NLM exhibit at this meeting next year? (Yes or no, give reasons for your answer): Yes
This is an important national meeting, which attracts many delegates from other countries. The meeting had a very international flavor. We should try for a more centrally located booth location for the 2005 100th Annual Meeting in San Antonio, TX. Perhaps someone from Region 2 should follow up with Martha Mallonee about the location of the AUA link to PubMed, since their headquarters is located in Baltimore, MD.

VI. BUDGET SHEET

VII.   APPENDICES:

Maps of exhibit hall
Pictures
Samples of promotional materials used

Exhibit Budget SHEET

Meeting Title: American Urological Association

Meeting City, State: San Francisco, California

Meeting Dates: May 8-13, 2004

ITEM	COST
Booth space fee	2750.00
Internet connection fee	995.00
Other booth fees: (telecomm $150: cleaning $ 32; carpet $ 123.50; padding $ 160.00; electrical $ 287; furniture $392)	1144.50
Total exhibit booth fees	4889.50
Shipping	300.00
Drayage and material handling	468.00
Total travel costs (including mileage, parking, airfare, accommodation, per diem)	200.00
Other costs (please specify)	
TOTAL EXHIBIT COST	5857.50

EXHIBIT REPORT OUTLINE

I.   DATE OF REPORT   June 7, 2004

II.   NAME OF PERSON SUBMITTING REPORT   Kay Deeney

III.   ADDRESS   PSR

IV.   EXHIBIT:

A. Name of Meeting: Sobriety Run and Health Fair, United American Indian Involvement, Inc.

B. Location (City, State): Ford Park in Bell Gardens, CA

C. Dates: May 15, 2004

D. Staff: Kay Deeney, Mary White, Kaiser Permanente Medical Center, Bellflower, CA

E. Number of Registrants: 200

F. Number of Exhibits: 12

G. Specify by Days:

1. Exhibit Hours: Saturday, 8:00 am – 2:00 pm
2. Number of People Visiting the Booth: 75
3. Number of NLM System Demonstrations: 0
4. Number of Internet Demonstrations other than NLM System Demonstrations: 0

H. Total Number of People Visiting the Booth: 75

I. Total Number of NLM System Demonstrations: 0

J. Total Number of Internet Demonstrations other than NLM System Demonstrations: 0

V.   EXHIBIT SUMMARY (Narrative)

A. Distribution of Pre-mailers, Letters or Invitations (if applicable)   N/A

B. Description of Booth Location
The exhibits were in a park, on the grass; we were in the middle of a circle of tables.

C. Description of Program Presentations

Through a contact at the UCLA powwow, we were invited to exhibit at the Sobriety Run and Health Fair at the Ford Park in Bell Gardens. Mostly Native American's and community members attended. The event was run by the United American Indian Involvement from Los Angeles. Other exhibitors were related to nutrition, bone marrow donor recruitment, and various departments of UAII.

D. Were SIS resources highlighted at this meeting? If so, identify the SIS resources that were highlighted.
No.

E.   Problems
None.

F.   User feedback
We talked to a large number of people, and gave out a number of handouts and pens. Attendees were interested in the health information and had access to computers either at home or at work.

G.   Suggestions/comments
We hope to work with the UAII in the future through training. We hope to be invited back next year.

H.   Recommendations: Should NLM exhibit at this meeting next year? (Yes or no, give reasons for your answer)
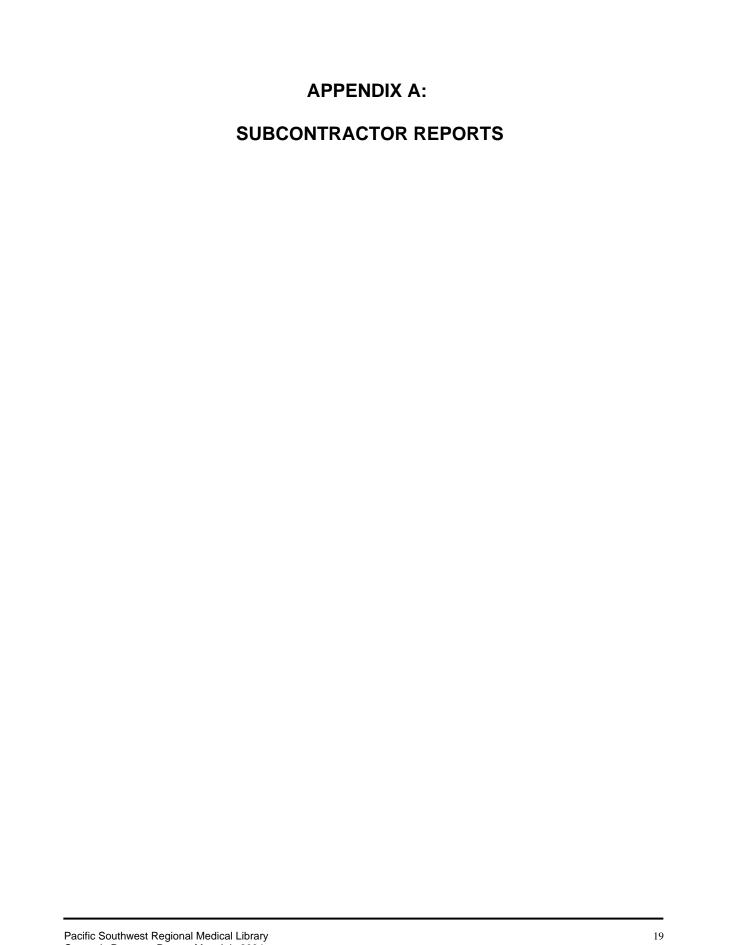Yes, as a local event, it is easy to fit into our schedule and does help us build credibility with urban Native Americans.

VI.   BUDGET SHEET
0

VII.   APPENDICES:

Maps of exhibit hall
Pictures
Samples of promotional materials used

APPENDIX A:

SUBCONTRACTOR REPORTS

The Lung Express at Preuss: A Demonstration Project

UC San Diego Medical Center Library, The Preuss School UCSD and the American Lung
Association San Diego and Imperial Counties

University of California, San Diego
9300 Gilman Drive
La Jolla, California, 92093

Craig Haynes
UC-San Diego Medical Center Library
216 W. Dickinson St.
San Diego, CA 92103
619-543-6520

August 30th, 2004

- ***SUCCESS STORIES***

The primary purpose of this demonstration project was to introduce a group of middle school students, i.e., 6th graders to behavioral issues and specialized information resources and training in respiratory and air/environmental health.

The specialized resources used in the execution of this goal were:

1. National Library of Medicine databases:
   a. MedlinePlus: Child and Teen section
   b. ToxTown

2. HIP (Health Information @Preuss) a website created for Preuss students, faculty and staff from a previously funded NLM project.

3. Preuss School Library print resources on respiratory medicine, lung health and air/environmental health.

4. American Lung Association (ALA): Instructors and Lung Express of the ALA.

The target population for this demonstration project included 134 sixth grade students. All students participated in this training event which took place over 2 ½ days.

The personnel employed to train the students and guide them in the execution of special student projects included:

2 ALA instructors
2 Preuss School faculty members
2 Librarians

Methodology

At the Preuss School, the sixth grade is divided into 8 blocks with approximately 25 students in each block. For this demonstration project, there was a slight variation from this plan: Training was presented to one double block of students (50 students) and Block 8 (25 students) received their training on an additional or third day. This third session was taught by one of the Preuss Health and Physical Education instructors. Nevertheless, the goal was to reach *all* 6th grade students and the project planners were able to accomplish this objective. Training took place on May 17-19, 2004.

Each 90 minute block rotated through the following training components:

Day 1
    A. ALA Classroom Instruction Part 1: Our Respiratory System: Normal Structure and Function. (50 minutes)
    B. Lung Health and Respiratory System: Online and Print Resources (30 minutes)

Day 2
    A. ALA Classroom Instruction Part 2: Our Respiratory System: Effects of Tobacco Smoke (30 minutes)
    B. Online and Print resources review (30 minutes)
    C. Lung Express visit (30 minutes)

Demonstration Project Successes:

1. Preuss School administrators and faculty participated in this demonstration project and were very supportive.

2. All Preuss School 6th grade students participated in this demonstration project and were very interested in this training.

3. Students received hands-on experience with both print and online resources in respiratory and lung health. By the way, ToxTown was an especially fun and intriguing online resource for this group of students. They enjoyed interacting with the web site and enjoyed the various multimedia aspects of the site.

- ***IMPACT OF INFORMATION***

In the long term, when presenting information primarily shared to make behavioral changes, without follow-up it is difficult to fully assess impact. For example, it is hard to assess whether or not any of the 134 students in this project will ever use tobacco products, without some type of follow-up at various "decision points" in their lives.

Moreover, if 10% of these students abstain from using tobacco products until age 21, could such abstention be attributed to the training this 10% received nearly a decade earlier? Perhaps, but it is uncertain. Again, long-term impact is difficult to assess.

Nevertheless, it is hoped that the information presented will impact students at points in their lives when it is most needed. As 6th graders, ever subjected to peer pressure and surrounded by media messages that entice and influence them to try new experiences, one of those decision periods is now.

Pretest and posttest scores conducted by the ALA, show a range of improvement from 21% to 36% per block of students, with an average improvement of 27% among all 7 groups that participated in the full training and project.

Methodology

Therefore, to increase the impact of the training, students were exposed not only to resources and information that detail the importance of lung health, but they were inspired by the various exhibits on the Lung Express and further challenged to internalize the knowledge, experience and information by developing various lung health projects. (see attachments)

Moreover, on day 2 of the training, students participated in a review of online resources that reminded them of the available online resources and also provided an opportunity for them to think about the topics of their class projects.

Finally, in order to drive the message home and even spread the message to family and friends, at the end of the training, students were presented with a Lung Express T-Shirt. This tangible, visible reminder of their experiences participating in this project serves as reward for their hard work and participation, but in addition and perhaps most importantly, the T-shirt serves as a conversation piece to friends and family, curious about the mission and work of the Lung Express.

PROBLEMS

The only problem the project team encountered was determining how to accommodate all of the student blocks in the 2 day training and not go over the budget. The project team solved this problem by combining 2 blocks into one session. While it was not ideal, it enabled more students to participate.

ADMINISTRATIVE ACTIVITIES

For the student projects, supplies had to be obtained from local bookstores and vendors. Project team members spent considerable time working-out the logistics of the classes and time was spent identifying resources.

FUTURE PLANS

Because this was a demonstration project, the project team was interested to know if the program, originally designed for grades 3-5, would scale-up to middle school students, grades 6 and above. We think the answer to this question is a resounding yes, particularly for grades 6 through 9.

However, as the team met to debrief and discuss future plans, we decided that if the program were to be offered to high school students, a variation on the presentation of the content would have to be created.

The project team decided that the content is valuable to all grades. In order to fully engage high school students, though, the team decided that a more active role for them was needed. We decided that training high school students as *peer trainers* would be a way to engage them and also allow them to influence by instruction and behavior, the type of leadership that younger students in grades 7-9, could model and hopefully emulate.

Therefore, the project team is looking for funding that will allow us the opportunity to create peer training modules for high school students. These high school students (selected students in grades 10-12), would then be responsible for training students in grades 6-9.

In addition, given the fact that the Lung Express has a mission to disseminate health information regarding environmental and lung health to the broader minority communities in San Diego County, we believe these peer trainers will also be able to assist Lung Express personnel in their respective communities, and will be able to bring this health information to their own neighborhoods.

Guam Memorial Hospital Authority
Aturidåt Espetåt Mimuriåt Guåhan
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September 27, 2004

To: Alan Carr, Health Information Coordinator
        NN/LM Pacific Southwest Region

From: Arlene Cohen, Grant Partner
        University of Guam, RFK Library

RE: Express Outreach Project Quarterly Report
        June 1, 2004 - August 31, 2004

This report is for the *Internet Professional and Consumer Medical Information Access* project, funded as a partnership project between the Guam Memorial Hospital Authority and the University of Guam RFK Library.

The equipment for this grant is in the process of being purchased. The Purchase Order numbers for the equipment are PO 24003515 and PO 24003516. Copies of these purchase orders will be sent under separate cover.

The one CME training session that was provided on May 7, 2004 was done on borrowed equipment. Moreover, we are considering this session to fulfill one of four training sessions required by our grant. Let it be noted that this grant was originally funded under the University of Guam, but was resubmitted in March under the auspices of the Guam Memorial Hospital Authority. At that time, the first session had already been scheduled.

Our first training session brought 20 doctors, nurses and allied health workers at the Guam Memorial Hospital to the one hour session. On a scale of 1-4, with 4 being the highest rating, the session was evaluated at 3.55. The educational objectives covered searching PubMed, using MESH, signing up for LoanSome Doc and identifying cost free resources. As a result of the session, a few people signed up to be LoanSome Doc users and have ordered documents. The outreach reporting forms are being sent under separate cover.

In the next quarter, we will have at least two training sessions. The first one is scheduled for October 10, 2004. It will be a session aimed at nurses and will be held as part of the 1st Micronesian Medical Symposium held at the Marriott Hotel in Guam. Another session will be

held in November and will be aimed at doctors, nurses and allied health workers, but date has not been set yet.

We are also trying to work with the American Cancer Society Guam Chapter and other citizen groups to schedule consumer health sessions, but no dates have been finalized.

Clinical Internet Training Lab

San Mateo Medical Center
Medical Library
San Mateo, CA

5415 G EC413 00

Mark Constantz, MLS
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Medical Library
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First Quarterly Report
2004 Express Outreach Project
First Quarter May 1, 2004 – July 31, 2004
August 27, 2004

Success stories

        The Clinical Internet training Lab has been successful with physicians who treat HIV patients, Latino immigrants, uninsured patients and the chronically mentally ill. Many had no idea we had so many resources on our Intranet and didn't know how to access them. Thanks to the several classroom and drop-in classes, the awareness and proficiency levels among this target clinician group have increased dramatically.

Impact of information

        A physician who treats HIV-positive patients in our Edison Clinic had no idea that the medical center Intranet has full-text AIDS journals on OVID and EBSCOHost and now he knows how to quickly access these from the clinic. This kind of impact of the Clinical Internet Training Lab was repeated many times for the clinicians who attended the classes.

Problems

        The problems the project encountered centered around physician's lack of time to come to as many classes and drop-in sessions as they would like. Fewer clinicians from the outlying clinics attended the Clinical Internet Training Lab because of time constraints. Physicians from outlying clinics who attended the classes and drop-in sessions are disseminating information and search techniques and this has resolved the problem.

Administrative Activities

        An email survey of physicians who enrolled and attended the classes and who came to drop-in classes was conducted as a supplement to on-site questionnaires. This was done to make-up for clinicians who were too rushed to complete or return handouts. This was the most successful way of getting pre and post session information.

Activities Planned for Next Quarter

        Fall of 2004 several classes and drop-in sessions are planned. This will involve extension of pre and post session email communications since this is a proven method and has shown good results. Increased usage of the Intranet resources will be emphasized and coordinated with the Quality Management Department. Recent addition of First Consult to the suite of products available on the medical center Intranet will continue to reinforce the importance of the Clinical Internet Training Lab as an important aspect of quality patient care.

NN/LM PACIFIC SOUTHWEST REGION
ACCESS TO ELECTRONIC HEALTH INFORMATION

Providing Enhanced Access to Electronic Health Information: A Partnership Between Good Samaritan Regional Medical Center Health Sciences Library and the Body Positive Foundation of Phoenix

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Health Sciences Library
Phoenix, Arizona

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Fifth Quarterly Report
March-May, 2004
Date Submitted: June, 2004

1. Description of Progress toward the Project's Major Objectives:

   a. Administrative/Planning Activities

   The fifth quarter has a quiet period for the award. We completed our teaching to the Body Positive Staff and Clients. Our focus during this period was to reinforce our willingness to assist in their information needs. We stayed in contact with the Body Positive Staff, and are kept aware of their training and client needs. Periodically, we receive requests for reference assistance, from BP Staff and Clients. The Staff also forwards information requests from non affiliated students and health care workers to us. We believe this is very helpful to Body Positive especially when dealing with area students, because they do not have the library resources to assist the students' needs for articles and photocopies. Our library is open to the public and better able to handle students' requests.

   b. Collaborations/Partnerships

   We did make some attempts to reach out to other organizations which deal with HIV/AIDS in our community. We have found that most of these organizations have very focused services. Part of this is due to a major reorganization required by the Ryan White Foundation to eliminate funding for duplicated programs. Now many groups and agencies have very targeted responsibilities. We were fortunate that our CBO, Body Positive assumed the primary role for HIV education in the Phoenix Area.

   c. Publicity/**Marketing Activities**

   Our publicity and marketing activities during this period have focused on our Institution and the greater Library Community. We were asked to submit a proposal for a talk at the Arizona Library Association Annual Meeting in December. We heard during this period that our paper was accepted. We will do a modified presentation of our earlier talk done at the MLGSCA Joint Meeting in Sacramento. The presentation will focus on our project and how other outreach projects would benefit from our experiences. (See Appendix 1) The other major marketing activity was an exhibit for the Hospital's Annual Show of Excellence. Each year a theme is chosen and departments compete in various categories. We submitted our exhibit in the Outreach area and were selected. A circus theme was chosen and all displays had to reflect that theme, which is difficult with dealing with such a serious topic as HIV/AIDS. Our display was entitled "BGSMC Library shows "Positive" attitude by providing community outreach for peanuts". We highlighted sources of quality health information in HIV/AIDS, such as AIDSinfo and MEDLINEPLUS, we were fortunate to have our lap top and internet connection to show these tools live. We also provided materials supplied by Body Positive for their educational and support group programs. As fun activities, we dressed our skeleton as the "bearded lady" and had a dart board for winning prizes. Depending on where the dart landed, the player would have to answer a circus trivia or HIV question. If they answered correctly they were given an "Elephant Pie", this was a very successful way of educating our hospital

staff about our project. The key hospital administrators viewed our booth and were very pleased with our involvement in Community Outreach. (a photograph of our exhibit is included in Appendix 2)

    d.   Product/Resource Development Activities

We delivered most the books ordered for Body Positive Clients this quarter. We ordered many of these titles from Amazon and were able to purchase many of them below retail. We realized we still had some money left over to spend on books and ordered a few more, cataloged and processed them. Body Positive has set aside a space in their renovated offices for the computer purchased by this award. Ronnie Berger, the Education Liaison for Body Positive, has said that many of the books are "flying off the shelves" especially the one's on pregnancy and women's health which is an area that is one of the fastest growing populations for Body Positive and also an area where they lacked current, reliable information.

    e.   Site Visits

No new activity to report

f.   Outreach Activities

We created an exhibit on our project which we presented at the Banner Good Samaritan Medical Center Annual Show of Excellence. This is very well attended by Banner Good Samaritan employees. We distributed National Library of Medicine promotional materials, as well as AIDS/HIV information resources. This provided a wonderful opportunity to publicize our work with Body Positive to other hospital employees and also provide information about HIV/AIDS to both clinical and non clinical employees.

g.   Web site development activities

No new activity to report. We are considering updating our website and submitting it to the Turning Point project Arizona website, www.azhealthinfo.org, which is a public health website for local health resources.

h.   Exhibits

We exhibited at the Banner Good Samaritan Annual Show of Excellence which targeted Banner employees.

i.   Loansome Doc/Document Delivery Activities

We have set up many individual Loansome Doc accounts, unfortunately the BP staff has not formally requested material via Loansome Doc. We have provided only a few journal articles and books to Body Positive clients. We believe the staff at Body Positive is utilizing local university library resources through staff affiliations, rather

than requesting articles from us. However we are providing document delivery and library access to area students referred to us by Body Positive.

j. Evaluation Activities

No activity to report.

k. Problems/Corrective Actions

We have found that the demand for services we thought would be popular have not necessarily been so, for instance, demand for documents from our library has been quite low. Therefore, we are looking to shift some of the funds from accounts where we have not used them to purchase a lap top computer for the Education Coordinator at Body Positive. She has indicated   this would be a very useful addition and fill a real need for them.

l. Lessons Learned/Significant Feedback

The major lesson we keep learning is to continue to be aware and sensitive to the culture of our community-based organization. They have priorities and schedules of which we are unaware, and we must remain patient with delays and access issues. We are also surprised and happy to see how well our efforts have been viewed by Body Positive Staff. Sometimes we become disappointed that people aren't using some of the services we have established. But, we have just learned that we are to receive an award from Body Positive's Celebrate Life Recognition Event later this summer. We are included in all their mailings and received very warmly by numerous staff members. We see our affiliation continuing with Body Positive long after the award period is over. They are a great organization and we have been very fortunate to partner with them.

m. Projected Activities for Next Quarter

- Update the website and evaluate for appropriateness for the AZ Turning Point website
- Attend the Body Positive Celebrate Life 2004 Recognition Event where we will be given an award!
- Attend a program cosponsored by Body Positive and Gateway College on HIV and Hepatitis C: a tale of two viruses to be held in June.

n. Reports of Training/Demonstration Session and/or Exhibit Reports

The exhibit done for our hospital's Show of Excellence was very well received by staff and counting the amount of prizes and materials distributed, we would estimate close to 230 employees visited our booth during the five hour period.

Facilitating School Nurses Access to Electronic Data

San Diego State University, San Diego

Quarterly Report, March 1 – May 31, 2004

Report Submitted By:

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Summary/Introduction

1) <u>Progress Towards the Project's Major Objectives</u>

   a) *Administrative and Planning Activities*
- ❖ The PI's participated in several training sessions or speaking opportunities:

       ○ "Advanced PDA Applications." All day workshop for School Nurses at the San Diego County Office of Education, March 2, 2004, San Diego, CA (McLeod and Hall)

       ○ "PDA Technology For Your Practice." Invited speaker at the Advances in the Practice of Pediatrics Conference sponsored by the American Academy of Pediatrics, Chapter 3, and Children's Hospital. Held March 5-7, 2004, San Diego, CA (McLeod)

       ○ "Application of Handheld Technology to the Clinical Setting: Palm 101." All day intensive workshop at the 25th Annual Conference on Pediatric Health Care sponsored by NAPNAP (National Association of Pediatric Nurse Practitioners), March 24-27 in Dallas, TX. (McLeod)

       ○ "A Primer on Pediatric Dermatology and PDA's for Health Care Professionals." Invited speaker at the MidAtlantic Regional Conference for Nurse Practitioners, April 22-24, 2004, College Park, MD. (McLeod)

- ❖ PI's continued to test websites for use with the PDA.

- ❖ McLeod and Hall provided ongoing support to school nurses in San Diego and Imperial County.

   b) *Collaborations/Partnerships*
- ❖ Continued to work with nursing administrators at the San Diego County Board of Education (which support Imperial County as well)
- ❖ Explored interest by public librarians and school librarians in this information. May look at offering a joint training session where the nurses and the librarians will interact, learn from one another and enhance communication and support.

   c) *Publicity/Marketing Activities*
- ❖ We began to look at other marketing opportunities – for the website, NLM materials, etc.

   d) *Product/Resource Development Activities*
- ❖ N/A

   e) *Site Visits*
- ❖ N/A

f) Outreach Activities
   Total no. of training or demonstrations during this quarter = 4
   Total no. of sessions with half or more of the participants from minority populations = 0
   Total no. of participants = 279

g) *Website Development Activities*
   ❖ N/A

h) Exhibits
   N/A

2) Lonesome Doc/Document Delivery Activities
   ❖ Reminded participants of Document Delivery options they could easily arrange.

3) Evaluation Activities
   ❖ We used the San Diego County Board of Education's post-instructional evaluations.

4) Problems/Corrective Actions
   ❖ N/A

5) Lessons Learned/Significant Feedback
   ❖ The project is moving along. This was not an extremely busy quarter.

6) Project Activities for Next Quarter
   ▪ Provide more training as time and opportunity permit.
   ▪ Modify handouts and presentations as necessary.
   ▪ Continue to support the school nurses effectively adopting this technology.
   ▪ Customize and offer the post-test before classes cease for the year.

7) Reports of Training/Demonstration Sessions and/or Exhibit Reports
      (appended)

Appendix
   ▪ Training report forms

Access to Electronic Health Information,
Central Valley Access to Electronic Health Information Project (Phase I)

Henry Madden Library
California State University, Fresno
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Submitted by:

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Final Report
March 2003-August 2004

Date Submitted: <u>October 1, 2004</u>

1. Summary/Introduction
The Central Valley Access to Electronic Health Information Project (Phase I), the first effort of the Central California Health Information Project, targeted and trained information providers in the Central Valley. Focusing on community-based organizations, school library educators, and Valley librarians (groups that often serve as health information service intermediaries for the public), an outreach component of the project provided education on health information and hands-on training with major internet-accessible consumer health, clinical trials, and medical research information tools. The CCHIP Directory, a web site that provides access to local and national health information resources, was created and maintained. Local health service provider organizations were encouraged to register with the web site, and other local web sites that provide information about local healthcare services were added to the Web site.

2. Geographic region/number of counties
The Project covered Madera, Fresno, Kings, and Tulare counties

3. Collaborations/Partnerships
Collaborative partnerships were formed with the Central Valley Health Policy Institute, Central California Center for Health and Human Services (CCCHHS), and the College of Health and Human Services at CSU Fresno. Although all three contacts were completed in order to prepare future collaborative actions, one of these collaborations began in earnest from the initial contact: the Project began working with the CCCHHS to identify and to contact potential outreach targets and organizations with web site that should be included in the online database. The CCCHHS gave the CVAEHIP its database of local healthcare contacts which was used for initial mailings and telephone calls to area health organizations. The Chair of the CSU Fresno Department of Computer Science was consulted regarding database structure and technology development. The CCHIP project was presented to the Board of the Heartland Region of the Library of California, which allowed use of its email listserv to promote the project. Librarians at the College of the Sequoias were contacted and their assistance enlisted for classes at their library classroom. A fundraiser from the Fresno State Foundation was recruited to work with the CCHIP project.

4. Training
Training courses included a period of classroom training and a period of hands-on computer training. Class content included information competence skills (focusing on content, authority, and accuracy), the identification of authoritative resources, controlled vocabularies and the matching of appropriate information resources to the audience for the information. A complete syllabus appears as Attachment A.

5. Training Sites
Classes were conducted at the Henry Madden Library, California State University Fresno and in Visalia at the College of the Sequoias Library Classroom.

6. Exhibits
No exhibits occurred in connection with this Project.

7. Resource Materials

Members of community based organizations and libraries within the service area received letters and flyers and were contacted by telephone regarding the classes. All member libraries of the Heartland Region of the Library of California received promotional and registration information about the classes. The flyers, bookmark, course syllabus and class handout are attached (as attachments A-D).

8. Web sites
The Web site to publicize the CCHIP workshops was completed; subsequent updates were made as needed to update enrollment information. As the courses ended, the Web site was changed to promote the CCHIP Directory. The site, http://www.lib.csufresno.edu/cchip/, has been publicized via flyers and bookmarks. The site will remain available while funding to expand the dataset of local healthcare Web sites contained in the CCHIP Directory is obtained. With additional funding the project principals hope to build the local healthcare provider dataset behind the CCHIP Directory in order to affiliate the CCHIP Directory with the MEDLINE Plus Go Local project.

9. Document Delivery and Reference Services
No document delivery or reference services occurred in connection with this Project at this point, although favorable discussions about becoming a Resource Library for the NN/LM occurred with library administration at the Henry Madden Library at California State University, Fresno.

10. Approaches and Interventions Used

Classes:
The half-day educational outreach classes were taught by librarians who have medical library training as well as consumer health education experience. The classes were adapted from a course originally provided via the Fresno State Extension program. Evaluation of healthcare information resource, local healthcare and information services, local medical and consumer healthcare materials, as well as internet-available consumer health and medical information resources were covered during the classes. Although the objective and content for the classes remained consistent for each class, the classes were tailored to the needs, learning styles, and cultural values of the participants as much as possible.

The promotional campaign, originally planned as a small venture, was expanded to target a wide range of contacts. A telephone campaign to create awareness among county health offices was performed; all county health offices (and collaborator health offices to which the main health office referred us) were contacted and acquainted with the project with all telephone calls followed by subsequent mailings of flyers and bookmarks.
Direct promotion to target groups who served (or would serve) as information intermediaries, was undertaken: Workshops were promoted to all students participating in orientations for new healthcare and allied health students at Fresno State; students were encouraged to promote the workshops to others they know who would benefit from the workshops. During classes, shrink-wrapped bricks of 500 bookmarks were distributed to students who were asked to encourage others to attend the classes; class registrations began to increase significantly after this outreach started, with the latter classes filled to capacity. Outreach directly to students, though the distribution of bookmarks, provided the best method to market the classes. Being such a widely

distributed agricultural area, the Central Valley medical and allied health communities have well-formed but informal personal networks. Distributing bookmarks to students allowed us to infiltrate these networks as students passed on the bookmarks to peers. Future classes will include this subtle yet powerful form of promoting the project.

Web site:
The Web site for the project (http://www.lib.csufresno.edu/cchip/) initially included information that both promoted the classes and allowed users to register for classes; after the classes concluded, the Web site for the project housed the user interface to the Directory. A student programmer and the Henry Madden Library Systems Librarian built the CCHIP Directory based on NLM' s Go Local specifications using Open Source tools (Linux, PHP, and MySQL).

11. Evaluation

Classes:
Although 70 people registered for the health information classes, only 51students attended the classes; people representing 23 organizations attended the classes. Participants indicated on the feedback forms distributed after classes how well the course objectives were reached, their ability to apply what they have learned, and the instructor's instructional techniques and effectiveness; over 90 percent indicated satisfaction with the classes. Completed evaluation forms were submitted on the Outreach Activity Data Collection Forms after each class. Students with email access were contacted for a three-month follow-up study where the course objectives and their ability to apply the training was covered; only two of the students replied selectively to the email survey, indicating their thanks rather than providing useable data (their responses indicated that they used what they learned on a weekly basis in answering end-user health-related questions).

Web site:
By September, 2004, there were 102 web sites/organizations in the CCHIP Directory. Twenty of these are active and visible to the public; the remaining 80 need information from the healthcare organization clarified before they are classified and made visible to the public in the Directory. Because the Web site was populated with local healthcare provider Web sites after the classes were taught, the Directory was not taught in the classes; coupling this with the small number of sites visible in the CCHIP Directory, its use has been very low.
Plans for a link on the web pages that would allow users to provide numerically ranked satisfaction feedback (using a scale from one to seven, where one indicates "poor" and seven indicates "outstanding") on the site were changed until the Directory has a critical amount of useful information (and users would find it easier to give the Directory a higher rating). Fewer than 20 unique visitors accessed the Web site each month. We hope that the inclusion of more active Web sites in the Directory and its promotion in future classes (and other promotional venues) will increase its use.

12. Problems or barriers encountered

Classes:

Initial problems were encountered when attempting to promote the classes. Starting a new educational workshop in a region as large as the service area posed unforeseen problems of how to promote the classes to their intended population. The use of bookmarks, described in section 10 of this report, and the assistance of workshop attendees in promoting the workshops to their peers helped overcome this problem. Having collected the email addresses of attendees, many of whom are librarians, county health personnel, and healthcare professionals, we used these 'invisible colleges' to promote future classes to our target communities. The large geographic area covered by the project also created attendance problems in penetrating the targeted communities more completely; plans to address these issues appear in section 15 of this report.

Web site:
As the Central California Health Information Project was created to be an ongoing project, most issues regarding the Web site have been understood in light that they eventually would be solved although not likely during this initial phase. Plans for developing the CCHIP Directory in response to use statistics needed to be changed due to low use of the Directory. Plans to allow users to provide numerically ranked satisfaction feedback on the site (including the usefulness of the site, its organization, the users ability to find the information they needed, and if they would recommend the site to others) were postponed until the Directory has sufficient resources listed that users will use it (and find it useful) at which time sections for users to indicate what other information they would find useful as well as other comments will be included. Initial development of the thesaurus for the Directory was problematic; the thesaurus from the NCHealthInfo.org site was adapted for use with the Directory.

13. Continuation plans

In order to continue the CCHIP work and to expand the information available in the CCHIP Directory, the amount of time that library personnel work on building the CCHIP must be increased; currently, library personnel work on the CCHIP Project in addition to their primary jobs. The CCHIP Directory will remain available on the Web site; in order to increase its utility, funding has been sought for .5 FTE to serve as a Project Director whose responsibility will include identifying and including Web sites in the CCHIP Directory. Funding from grants, tobacco funds, and casino money are being sought to continue the Directory Project. The instructors have been asked by the Heartland Regional Library Network to offer the class at the annual Heartland educational forum; should the need for classes be expressed in the future, the instructors will offer the classes again for libraries or information intermediaries in the service area although no formal program is currently planned.

14. Impact

The CCHIP classes have had a positive impact on the community. In addition to the individual attendees, the courses have been promoted by members of the Heartland Regional Library Network (several of whom attended the classes). The awareness of the need for future classes and the establishment of a network to communicate information about those classes has had, and will have, a significant impact on the Central Valley. Prior to these classes, librarians and members of the community traveled to the Bay Area, Los Angeles or Sacramento for training; since the classes, the Heartland Regional Library Network has established library-related classes on topics requested by member libraries in the Valley (action which previously had not been

attempted because of a perceived lack of interest and resources).   The impact of the Web site and CCHIP Directory has been minimal at this point, with the expectation that its impact will grow as the number of Web sites included in the Directory increases.

<div align="center">15. Recommendations for improvement</div>

Overall
Administration of the Henry Madden Library and the California State University Fresno have been extremely supportive of the Project, yet the collection and input of data into the CCHIP Directory remained secondary to offering the workshop and the specifying, building, and debugging of the Directory. No amount of support from administrators or good intentions from primary investigators supplants the need for a dedicated, paid staff member to oversee the data collection and input. The Project principals have identified potential funders for a half-time position for an employee who can oversee the promotion of the Directory to healthcare providers and organizations in the Central Valley and the input of their data into the Directory.

Classes

During breaks in the class sessions, the instructors asked attendees what would improve attendance at the classes and how to reach a larger audience in the service area. With a large geographic area to cover, travel to classes was reported as one of the largest obstacles faced by attendees. Even with two sites for the classes, many potential attendees would need to travel over two hours by car in order to attend classes. Possible responses to this problem that would overcome these obstacles include reimbursing travel expenses for attendees or offering classes in more locations in the service area. Several nurses who attended the classes suggested offering continuing education credits for classes. These suggestions will be included in the development of potential future classes.

Web site

Improvement of the CCHIP Directory will be easily accomplished once more Web sites for local healthcare agencies and providers are added. A limiting factor for this is the limited number of Web sites for businesses and organizations in the Central Valley. Plans to fund a position that will allow for significant development of the Directory are underway.

Responses to Follow-Up Questions

1. Goals: Our original project goals were met.
2. Lessons Learned: We learned that conducting outreach operations in rural areas requires significant promotion of the project within the loosely organized network of healthcare workers who might serve as healthcare information intermediaries. Connecting with this group was crucial to the success of the project; providing bookmarks and flyers to class participants and encouraging them to promote the classes to their peers was the most effective method of engaging potential students.
3. Changes if starting over: Since our intention with this phase of the project was to determine how to meet the needs of the community by creating a Directory and to provide classes to the community, our goals were met. However, knowing what we

know now, we would start the 'bookmark outreach' earlier to increase class enrollment (since the first classes were under-enrolled) and begin efforts on collecting data for the CCHIP Directory much earlier in the process.

4. Advice and recommendations: Anyone considering a similar outreach effort should consider direct outreach to potential students (and providing students the materials in class to provide outreach to other students) immediately upon start of the project. Getting students to know about the classes was the most difficult part of the project; once students knew about the classes, they spread the word to others in their professions and encouraged them to attend the classes. A wider geographic spread of the classes should be considered; our project had people driving for over two hours one-way to attend classes, indicating that others might have attended if they did not need to commute far to the classes.
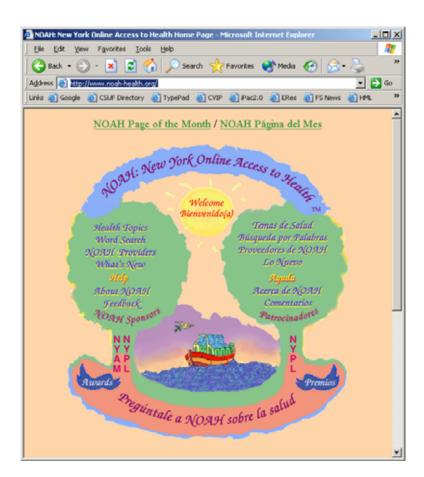
CCHIP CLASS SYLLABUS

Action	Time	Who
Classroom Section		
Cookies & Intro Survey	On arrival	-
Intro to the Project	3 min	PAN
Icebreaker: Flow of Information Charting Exercise (general topic – September 11)	5-12 min	KRS
Flow of Health Care Information Charting (health care topic - SARS)	5-10 min	PAN
Communities affected by health information/types	5 min	PAN
Paper sources: Introduction of most useful	5 min	PAN
Introduction to the Web	5 min	KRS
Evaluating web resources/criteria	10 min	KRS
Search engines vs. Directories (Google vs. Yahoo)	5 min	KRS
What Is a Search Engine	5 min	PAN
Authoritative health directories (NOAH, Healthweb, Mayo Clinic, MEDLINEPlus) demonstration and discussion	30 min	PAN
BREAK (direct students to computer lab)		
Hands On Section		
Situate students/orient to computers	5 min	Both
Demo of PubMed	5 min	KRS
Overview of Medical Subject Headings	15 min	KRS
Exercise: Find MeSH terms for common ailments	10 min	Both
Overview of subheadings	5 min	KRS
Overview of "Restrict to Major Topics"	5 min	KRS
Exercise: Find subheadings for their topic of interest	10 min	
Discussion: What subheadings are useful to your topic (adverse effects, etiology, human, adult, female, etc.)	5 min	KRS
Overview of Combining Search topics	5 min	KRS
Exercise: Combining Search topics	10 min	KRS
Overview: Exploding MeSH terms	10 min	KRS
Exercise: Exploding MeSH terms	10 min	KRS
Short Break if Necessary		
Overview of Consumer Health Information		PAN
Intro to MEDLINE Plus		PAN
* Drug Information		PAN

* Medical Encyclopedia		PAN
*Dictionary		PAN
*Directories		PAN
*Other (esp. Consumer Health Libs,		PAN
***Students' Particular Health Topics		PAN
Overview of Clinical Trials (what.how.where)		PAN
Intro to Clinical Trials.Gov		PAN
Research your topic (with Librarians observing)		Both
Q&A	10-20 min	Both
Recap Hands-On Content	5 – 10 min	Both
Exit Survey	3 min	Both

www.medlineplus.gov

www.noah-health.org

www.mayoclinic.com

www.healthweb.org

Project Name: HAWAII HEALTH PORTAL: STATEWIDE PATHWAY TO
ELECTRONIC HEALTH INFORMATION

Institution: **CONSUMER HEALTH INFORMATION SERVICE (CHIS)**
                 HAWAII MEDICAL LIBRARY (HML)
Location: **HONOLULU, HI 96813**

Submitted by: **JOHN BREINICH, EXECUTIVE DIRECTOR**
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Reporting Dates: **5th Quarter Report**
                 MARCH 1, 2004 – MAY 31, 2004

Date Submitted: **June 18, 2004**

Introduction

Marketing and participant follow-up were the focus of this quarter's activities.

Description of Progress toward the Project's Major Objectives

A. Administrative/Planning Activities

Not applicable during this quarter

B. Collaborations/Partnerships

Hawaii State Public Library System

Consumer Health Librarian Tina Okamoto of the Consumer Health Information Service (CHIS) at Hawaii Medical Library (HML) worked with Nyla Fujii-Babb, branch manager of the Salt-Lake Moanalua Public Library to coordinate a presentation to the Moanalua Senior Citizens' Club on March 15, 2004.

C. Publicity/Marketing Activities

Promotional Materials

The new bookmarks, pens, and pencils were distributed to each Hawaii State Public Library System (HSPLS) branch, along with a letter asking the librarians to hand the materials out to their patrons. The letter also explained the Hawaii Health Portal web address change.

Packets of the promotional materials were also sent to Dr. Marjorie Mau, Chair of the Department of Native Hawaiian Health at the University of Hawaii, Dr. Benjamin Young, Director of the Native Hawaiian Center of Excellence at the University of Hawaii, and Hardy Spoehr, Director of Papa Ola Lokahi.

The materials were also distributed to participants at the Hawaii-Pacific Chapter of the Medial Library Association Annual Meeting on April 2, 2004.

<u>Local</u>

A short article on the Portal was printed in the March 2004 issue of the Queen's Medical Center's Medical Staff Newsletter.

<u>Web site</u>

In an attempt to increase the Hawaii Health Portal web site visibility, several organizations were contacted in order to request a link to the Portal. The organizations contacted via e-mail are some of the local organizations listed in the Portal.
- o Hawaii Department of Health, Healthy Hawaii Initiative
- o Hawaii Dietetic Association
- o State of Hawaii Executive Office on Aging
- o 5-A-Day Coalition

D.   Product/Resource Development Activities

Follow-up evaluation questions were created to facilitate discussion regarding the usage of the Hawaii Heath Portal with those willing to be contacted.

A shortened PowerPoint presentation was created to accommodate the Moanalua Senior Citizens' Club, along with a simple, large-print hand-out.

E.   Site Visits

Tina Okamoto conducted the presentation this quarter. The *Outreach Activity Data Collection Form* will follow in Section VII of this report.

<u>Moanalua Senior Citizens' Club</u>

The presentation to the Moanalua Senior Citizens' Club was held in the Moanalua Recreation Center on March 15, 2004. The purpose of this session was to introduce the Hawaii Health Portal to a group of senior citizens who are interested in health issues and how to find health information on the Internet.

Site description: The Recreation Center is a large enclosed room in which many rows of chairs could be set up. A projection screen was provided at the front of the room by the Club. CHIS brought the projector and laptop to do the PowerPoint presentation. There was no Internet access available.

F.   Outreach Activities

<u>4th Quarter Training Session</u>

The training session served to introduce the Hawaii Health Portal to a group of interested senior citizens. The goal of the session was to show the attendees the usefulness of the Portal when searching for health information on the Internet.

Total number of sessions this quarter: 1
Sessions with 50% or more minorities present: 1
Total number of participants this quarter: 160
Attendees this quarter: 100% public

Workshop attendees received:
      Hawaii Health Portal handout
      Hawaii Health Portal bookmark
      Hawaii Health Portal pencil
      Hawaii Health Portal pen
      CHIS flyer

See the *Outreach Activity Data Collection Form* in Section VII of this report for complete information.

      <u>Moanalua Senior Citizens' Club</u>

      Date: March 15, 2004
      Number of participants: 160
      50% or more minorities present: Yes
      Target population: public
      Session length: ½ hour
      Hands-on practice: No

G.   Web Site Development Activities

The Portal with its new domain name went public in March 2004. The old pages are now all being re-directed to the new site.

H.   Exhibits

Not applicable during this quarter

II. Loansome Doc/Document Delivery Activities

Not applicable during this quarter

III. Evaluation Activities

<u>Moanalua Senior Citizens' Club</u>

Due to the large number of participants and a time restriction, no pre-surveys, post-surveys, or evaluation forms were distributed.

<u>Hawaii Health Portal Follow-Up</u>

Participants in the previous workshops were asked whether they would be willing to be contacted at a later date as a follow-up on their usage of the Portal. Telephone follow-ups were conducted.

Number of participants willing to be contacted for follow-up: 17
Number of participants reached for follow-up: 13 (76%)

Of those that could be reached for follow-up, 77% had used the Hawaii Health Portal since the workshop, some for personal health information, and others, to assist patrons in their libraries. They were all able to find the information they were looking for by using the Portal.

Many named MedlinePlus as a favorite link, and there were many positive comments on the Portal design. One request mentioned twice is to increase the amount of full-text available through PubMed.

The data from the follow-up is included in the Appendix.

<u>Web Site Evaluation</u>

Data for the Portal web site has been gathered using iPowerWeb web site management features. During March, no statistics could be generated for the hawaiihealthportal.org domain, and iPowerWeb technical support was not able to recover them. So the statistics for March are only from the re-directing pages on the hml.org domain. From April, statistics could be generated from the hawaiihealthportal.org domain.

Individual pages	Ranking (Views)		
	Mar 04	**Apr 04**	**May 04**
Hawaii Health Portal Index	1 (593)	1 (491)	1 (459)
Native Hawaiian Health Info	2 (44)	2 (39)	2 (41)
Other Hawaii Health Links	3 (26)	3 (24)	3 (37)
Site Map	4 (9)	9 (5)	6 (6)
CHIS Contact Information	4 (9)	5 (7)	7 (5)
About Our Banner	6 (7)	8 (6)	8 (4)
Web Site Evaluation	7 (6)	5 (7)	9 (1)
Database Searching Tips	8 (5)	5 (7)	5 (8)
Where Do I Start?	8 (5)	4 (12)	4 (10)
Total	**704**	**598**	**571**

IV. Problems/Corrective Actions

Not applicable during this quarter

V. Lessons Learned/Significant Feedback

Hawaii Health Portal Follow-Up

Although there were only a few workshop participants willing to be contacted for follow-up to the presentations, the information collected was very encouraging. Among those contacted, 77% used the Portal to find health information either for themselves or for patrons, and they were all able to find the information they were looking for.

MedlinePlus and the encyclopedia on the MedlinePlus web site were both thought of as very good resources.

A persistent request in the follow-up discussions, as well as during the workshops is the addition of more full-text in PubMed.

The follow-up questions revealed that those who have used the Portal feel that it is easy to navigate and convenient to have links to such useful resources in one place.

Web Site Evaluation

The web site data listed in Section III shows that from March through May, there has been a decrease in usage. This is not surprising because after March, there have been no more workshops. This demonstrates the need for the promotional materials. Hopefully the public libraries and Native Hawaiian organizations will

continue to encourage their users to use the Portal and distribute the materials as needed. This also shows how important it is to convince other web sites to link to the Portal in order to draw in more users. Even with the decrease, there continues to be a large amount of Portal usage.

As expected, the majority of the visitor sessions focus on the Portal index page (between 80-84%). The main purpose of the Portal is to be used as a jumping-off site.

The second and third most popular individual pages every month were the Native Hawaiian Health Information and Other Hawaii Health Links pages. This is also not a surprise, indicating the need for pages such as these, which can serve as a single location for Native Hawaiian and local links.

VI. Projected Activities for Next Quarter

    A.   Continue to work to have the Portal linked on other web sites.
    B.   Continue to develop the Hawaii Health Portal's Native Hawaiian Health Information page due to the perceived need.

VII.   Reports of Training/Demonstration Sessions and/or Exhibit Reports

    Outreach Activity Data Collection Form is attached.

Appendix

    1.   Letter sent to each HSPLS branch accompanying the promotional materials.
    2.   Hawaii Health Portal Bookmark
    3.   Hawaii Health Portal Pen
    4.   Hawaii Health Portal Pencil
    5.   Copy of the short article on the Portal in the Queen's Medical Center's Medical Staff Newsletter
    6.   Handout for the Moanalua Senior Citizens' Club
    7.   Hawaii Health Portal Follow-Up Questions
    8.   Hawaii Health Portal Follow-Up Data